

that uniquely identifies the coupon and a multimedia message that describes details of a promotion for products and/or services.;

additional information comprising at least an identity code and an authentication code included in said coupon, wherein said additional information is necessary to obtain said promotion;

means for said store using said identity code to look up details of said promotion;

means for said store using said authentication code to validate authenticity of said coupon;

means for, upon verification of said authentication code, said store providing said promotion to said consumer for products and services associated with said promotion.

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